

# San Francisco Sugary Drinks Distributor Tax (SDDT)

EVALUATION REPORT 2020–2021 EXECUTIVE SUMMARY



PREPARED BY:





# Agencies That Received SDDT Funds in 2020–2021

## San Francisco Department of Public Health

### Children's Oral Health Community Task Forces

- » Chinatown Children's Oral Health Task Force
- » Mission Children's Oral Health Task Force
- » District 10 Children's Oral Health Task Force

### Healthy Food Purchasing Supplement Grants

- » EatSF/Vouchers 4 Veggies
- » Heart of the City Farmers Market
- » A Better Course

### SDDT Healthy Community Policy, Systems, & Environment (PSE) Change Three-Year Grants

- » Central American Resource Center (CARECEN)
- » Marin City Health & Wellness Center Bayview Clinic
- » 18 Reasons
- » Tenderloin Neighborhood Development Corporation (2 projects: Healthy Retail and Kain Na)
- » Southeast Asian Development Center

### SDDT Healthy Community Three-Year Grants

- » Bayview Hunters Point Community Advocates
- » BMAGIC
- » Bounce Back and Healthy Generations Project
- » Community Grows
- » Community Well
- » Farming Hope
- » Instituto Familiar de la Raza
- » San Francisco African American Faith Based Coalition
- » SisterWeb San Francisco Doula Network
- » SoMa Community Action Network (SOMCAN)
- » Urban Sprouts

Oral Health School Based Education and Case Management and the School Based Sealant Application

SDDTAC Infrastructure/Backbone Support

## San Francisco Office of Economic and Workforce Development

- Healthy Retail Initiative

## San Francisco Recreation and Parks Department

- Peace Parks
- Recreation Scholarships/Requity

## San Francisco Unified School District

- Student Nutrition Services

# This executive summary presents evaluation findings for the programs and agencies that received SDDT funding for Fiscal Year 2020/2021.

## EVALUATION FINDINGS

1. The San Francisco SDDT Ordinance and SDDTAC have been identified as effective in addressing health disparities resulting from the consumption of sugar-sweetened beverages as well as addressing long-standing inequities.
2. The SF SDDT values have ensured that SDDT funded programs focus on and effectively engage communities most burdened by inequities.
3. Organizations and agencies used SDDT funding to help those communities experiencing the worst health and economic impacts of the COVID-19 pandemic meet basic needs while simultaneously supporting the structural changes necessary to promote equity.
4. SDDT funded entities are beginning to achieve desired outcomes.

More than 40,100 people participated in SDDT-funded grant programs within community-based organizations during FY2020–2021—and even more have participated in and received resources from SDDT-funded government programs.

## Values



## Strategies



## Outcomes

**Value: Supporting community-led and culturally relevant work**

- **Aligned with SDDTAC Goal 1, Healthy People:** Participants in SDDT grantee programs were predominantly Black/African American and Latinx. Additionally, the majority of people who participated in SDDT-funded grant programs were under 25 years old and **more than 3,000 were pregnant** when they participated.
- **Aligned with SDDTAC Goal 2, Healthy Places:** The majority of SDDT grantees served participants and had SDDT-funded program staff who lived in: Bayview Hunters Point, Civic Center/the Tenderloin, the Excelsior, the Mission, Potrero Hill, and Visitacion Valley. The majority of SDDT grantees also served participants who lived in the Outer Mission. Additionally, more than half of SDDT grantees offered in-person programming in Bayview Hunters Point and the Tenderloin.

**Value: Building strong collaborations and partnerships to increase capacity and effectiveness**

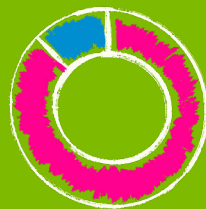
SDDT grantees reported having an **average of 8.2 active partnerships** related to their SDDT-funded programming.

**Value: Eliminating structural inequities and achieving equity**

- Provided more than **7.5 million meals** to SFUSD families.
- Distributed 10,356 toothbrushes to SFUSD students.
- Of the 2,188 San Franciscans who received Requity scholarships in 2020-2021, **82% live in public or affordable housing**. All other recipients were unhoused or in the child welfare/foster care system.

**Value: Results and long-term impacts**

Since the SDDT was implemented in Jan 2018, San Franciscans,' purchasing and consumption of sugary drinks has decreased significantly (indicated by a green check: ✓). Additionally, individual programs supported with SDDT funding have begun to demonstrate success in outcomes listed with an orange check (✓).



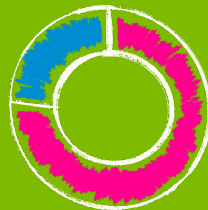
**Of the 169 SDDT grantee staff paid using SDDT funds: 88% were people of color**

- Black, Indigenous, and People of Color (BIPOC)
- White

1% Not Reported

**77% were SF residents**

- San Francisco resident
- Not a San Francisco resident



**56% were bilingual or non-English speakers**

**Improve behavioral outcomes**

Decrease in sugary drink consumption	✓
Increase in fruit/vegetable consumption	✓
Increase in physical activity	✓
Increase in breastfeeding	✓
Increase in tap water consumption	

**Improve economic conditions for individual workers/families and local businesses**

Increase in food security	✓
Increase in economic opportunity and stability	✓



**Short-term SDDT Outcome: Decrease in sugary drink consumption**

- An interdisciplinary academic research team has identified the following findings through their analysis of retail sales data from San Francisco, Oakland, and Richmond, California between January 1, 2015 and December 31, 2019.
- There was a statistically significant decrease in the volume of sugar-sweetened beverages purchased in San Francisco, compared to Richmond, California, in the 2 years after the Sugary Drinks Distributor Tax (SDDT) was implemented.

More than 50% decrease in volume of sugar-sweetened beverages purchased at grocery stores.

**Short-term SDDT Outcomes: Increase in food security and increase in fruit/vegetable consumption**

- Statistically significant correlations were identified in a peer-reviewed study, "Fruit and Vegetable Vouchers in Pregnancy: Impact on Diet and Food Security." Compared to when participants first began receiving Vouchers4Veggies, they were **17% more likely to be food secure**, and consumed **0.73 additional servings of fruits and vegetables daily** 3 to 6 months after they finished the program.



Bayview/Hunters Point

# Recommendations

1. Increase community input into decision making related to tax allocation.
2. Increase culturally responsive awareness/ educational campaigns about SDDT.
3. Create ongoing community engagement opportunities related to SDDT.
4. Extend the SDDTAC beyond 2028 and add more youth seats.
5. Establish a robust onboarding and orientation process for all SDDTAC members.
6. The SF SDDTAC should continue to identify funding recommendations that align with the SF SDDTAC values.
7. Other SDDT advisory bodies across the nation could also benefit from articulating key values to inform funding recommendations.
8. Continue to rely on organizations and agencies that work directly with marginalized communities in SF to identify and meet emerging needs.
9. Focus health messaging on the negative health impacts of all sugary drinks, including sports drinks, fruit drinks, and bubble tea/boba.





[SodaTax-SF.org](http://SodaTax-SF.org)  
[SfDph.org/sddtac](http://SfDph.org/sddtac)

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